



Memorandum

To: Honorable Mayor Seei and members of the Frisco City Council
Thru: George Purefoy, City Manager
From: Curtis E. Hawk, Assistant City Manager
Date: February 16, 2001
Subject: Potential Frisco production by Shakespeare Festival of Dallas

Action Requested: No action at this time. Information sharing only.

Background Information: Thursday, February 15, 2001, there was an article in the *Dallas Morning News* concerning a proposal by the Shakespeare Festival of Dallas to bring a production of Shakespeare's *Twelfth Night* to Plano in June of 2001. (See attached copy of article.) The gist of the article is that the production would have required funding participation by the City of Plano, and that the festival's executive director, Cliff Redd, decided against pursuing the proposal due to an apparent lack of support from the Plano city council.

Mayor Seei requested that we make inquiries about the possibility of a production in Frisco, rather than Plano. At the City Manager's direction, I contacted Mr. Redd for preliminary details.

Mr. Redd was very receptive to the idea of a Frisco production by the festival. The festival has for some time considered the potential for a permanent site somewhere in the corridor along the toll way north of Dallas, to perform productions in addition to those at the current location. At the current location in Grand Park in east Dallas, the festival has been well attended (approx. 800 in the middle of the week, 3000 on the weekend), however, the festival's officials recognize the potential broader audience our area would provide.

The festival has been particularly aiming at doing a production at another site this year because it is the 30th anniversary of the event. (As part of the anniversary celebration, the festival has arranged for a group from Canada to appear in this

year's event.) This prompted the festival organizers to approach Plano last August. The efforts with Plano for a June 2001 production culminated last Monday night, which brings us to the current situation of the festival looking for a possible alternative.

As a result of my discussion with Mr. Redd, we will be arranging a meeting as soon as possible with Mayor Seei, staff, and festival officials to gather more details. We are not entirely certain if our facilities will accommodate the festival's needs logistically. We are looking at the amphitheater in Central Park (we have to figure out how to work out parking). Additionally, we need to ascertain whether or not we would be able to do all that needs to be done in the short time we have to work with for a June production.

The Town of Addison has already contacted the festival about doing a production at a location in Addison. However, that would not necessarily eliminate us from a production as well; the festival could possibly do a production this year at two additional sites. *It is important to note that the festival is considering the potential for a permanent site in our area to complement the Grand Park production. The Shakespeare Festival of Dallas productions are destination events.*

Board/ Citizen Input: We would coordinate any proposed activities with the appropriate local groups, including the Frisco Association for the Arts.

Alternatives: Once we gather more details, we will be prepared to present alternatives.

Financial Considerations: The City would be responsible for the cost of security, electricity, portable toilet facilities, promotional expenses, and other such costs attendant to the event. According to the newspaper article, the estimated cost in Plano was \$10,000. It is important to recognize, however, that these costs probably vary considerably from site to site.

The largest financial consideration, however, would be the private fund-raising. The production is always free to the public, so there are no "gate receipt" revenues. The production instead always relies on contributions to underwrite the cost of production. Mr. Redd has indicated that the festival organizers will need approximately \$30,000 to do the production.

Legal Review: None at this time.

Supporting Documents: None at this time.